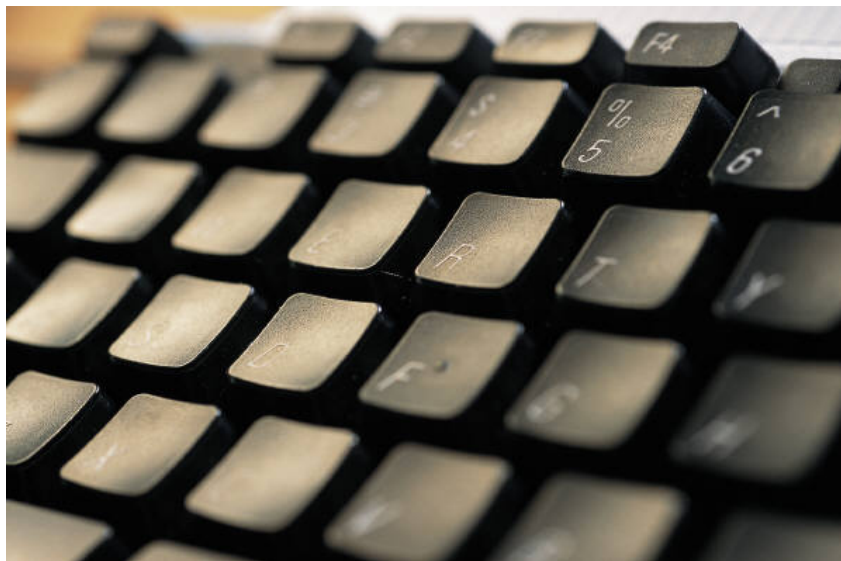




Creating Attractive Banners Using Photoshop Elements



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System Requirements

Macintosh

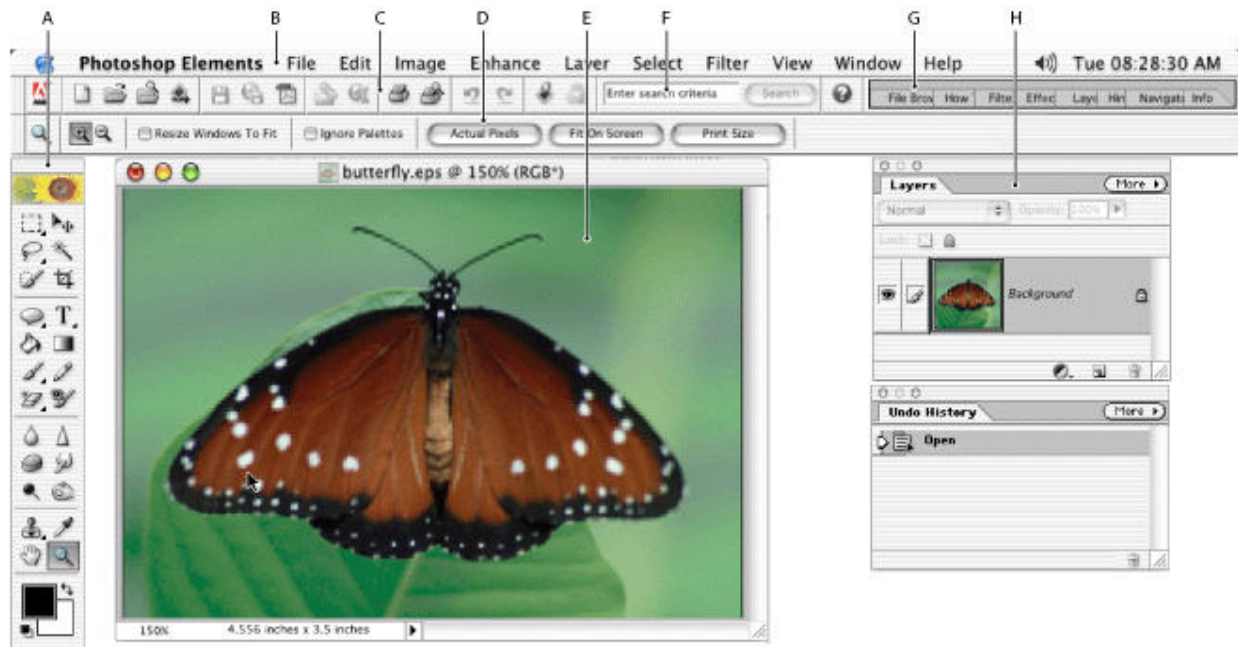
- ✓ PowerPC Processor
- ✓ Mac OS 9.1, 9.2x, or Mac OS X v10.13-10.2
- ✓ 128 MB RAM with virtual memory on
- ✓ 350 MB of available hard-disk space
- ✓ Color monitor capable of displaying thousands of colors at a resolution of 800x600 or greater
- ✓ CD-ROM drive

Windows

- ✓ Intel Pentium processor
- ✓ Microsoft Windows 98, Windows 98 Second Edition, Windows Millennium Edition, Windows 2000 or Windows XP Home/Professional
- ✓ 128 MB RAM
- ✓ 150 MB of available hard-disk space
- ✓ Color monitor capable of displaying thousands of colors at a resolution of 800x600 or greater
- ✓ Internet Explorer 5.0, or 6.0 (updated with applicable Service Packs)
- ✓ CD-ROM drive

Quick Overview of Photoshop Elements

Work Area

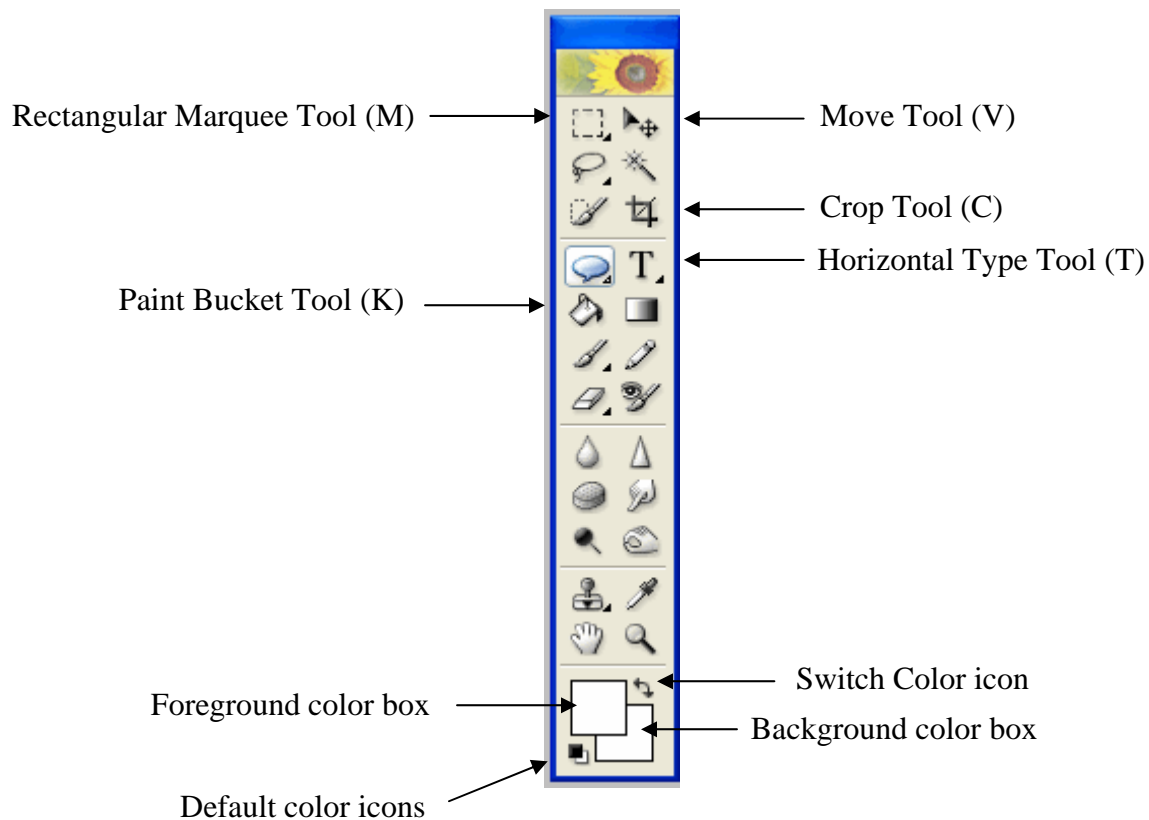


- A. **Toolbox**: You use tools in the toolbox to select, edit, and view images; other tools let you paint, draw, and type. You can view information about any tool in the toolbox by positioning the pointer over it.
- B. **Menu**: The menu bar contains menus for performing tasks. The menus are organized by topic.
- C. **Shortcuts bar**: The shortcuts bar displays buttons for common commands. You can quickly click commands as you need them while you're working in Photoshop Elements. To see the name of a button, position the pointer over the button and its tool tip appears.
- D. **Options bar**: The options bar provides options for using a tool. The options bar is context sensitive, which means that it changes as you select different tools. Some settings in the options bar are common to several tools, and some are specific to one tool.
- E. **Active work area**: This is where your image will open and where you work on your image.
- F. **Search Field**: The search field will assist you with questions. Photoshop elements will search its database to find the best fit answer to your question.

- G. **Palette well**: The palette well helps you organize and manage palettes. You can store palettes that you don't frequently use in the palette well. You can still access the palettes, without having them expanded in the work area
- H. **Palette**: Palettes help you monitor and modify images. You can also drag a palette out of the well if it is frequently used.

Commonly Used Tools

Although Photoshop Elements has a lot of tools (located in the tool box) that you can use, here are some that you will frequently use when creating and modifying images.



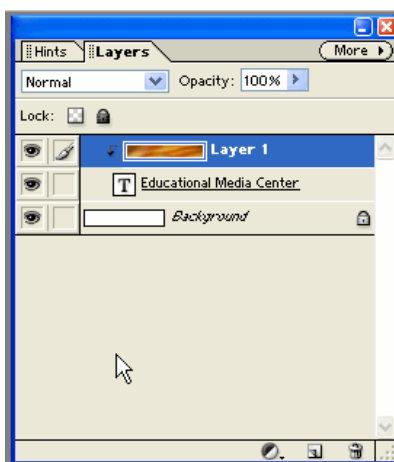
To quickly change from tool to tool, you use keyboard short cuts, denoted by the letters in parenthesis. For example, if you wanted to use the Move Tool, type the letter "v" on your key board.

Options Tool Bar



When you select a tool, an options tool bar for that tool will appear. For example, if you selected the text tool, this options tool bar will appear allowing you to modify the text type, size, alignment, and color. You may want to take advantage of using the options tool bar to refine the way a particular tool works.

Layers



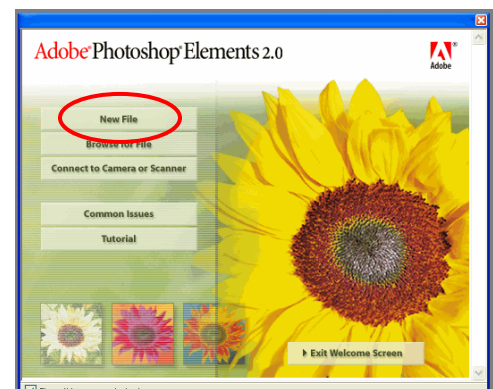
Layers give you the freedom to rearrange your image, adjust its color and brightness, apply special effects, edit, and add new elements to your image. With layers, all these things can be done without making permanent changes to your original image and without affecting other layers. When you create, import, or scan an image in Photoshop Elements, the image consists of a single layer. If you're retouching the image, you can edit the original layer to make permanent changes. Alternatively, you can leave the original layer intact as a backup, and retouch a duplicate copy of the layer, or use adjustment layers to fine-tune your image. The power of layers is that they enable you to work on one element of your image without disturbing the others, and without making tedious selections.

Creating a Simple Text Banner

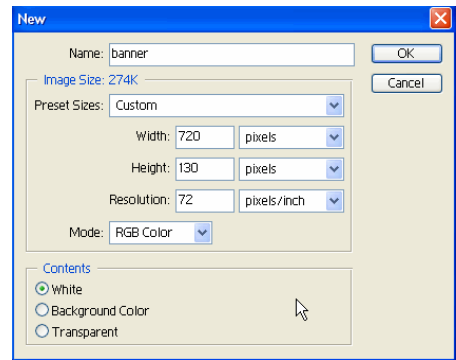
1. Launch the application by double-clicking on the Adobe Photoshop Elements icon.



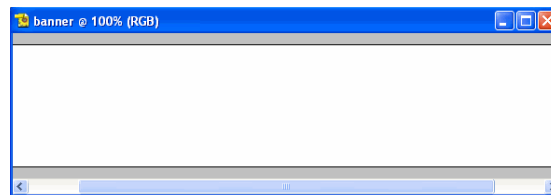
2. A welcome screen will appear. Click on the **New File** option to create a new banner.



3. A new dialogue box will appear. From this dialogue box, you will specify how big you would like your image.
 - a. Name = **banner**
 - b. Width = **720** pixels
 - c. Height = **130** pixels
 - d. Resolution = **72** pixels/inch
 - e. Mode = **RGB Color**
 - f. Contents = **White**
 - g. Click the **OK** button when finished.



4. You should now see a blank rectangle in the work area. Next, we'll add text to your banner.



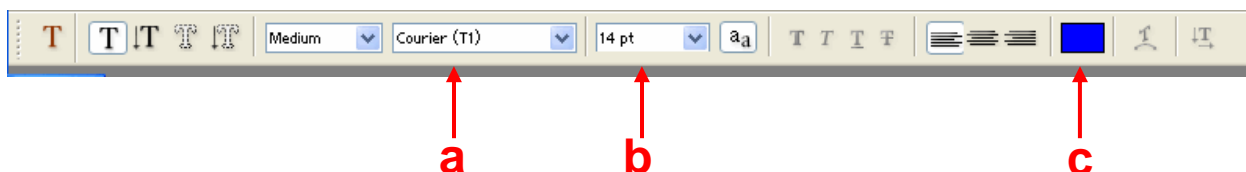
5. Select the **Text tool** from the tool box by clicking on the icon once.



6. You will notice that the look of your cursor will change. This is an indication that the type tool is selected. Click once on the canvas and begin typing text onto your banner. When you are finished typing your text, press the **Enter** key on your keyboard.

Title of your Course

7. To modify the color, font, and size, select all of your text:
 - a. To **change the font type**, click on the down arrow next to the font drop down menu, and select a font that you would like to use
 - b. To **change the font size**, click on the down arrow next to the font size drop down menu. Select a size of your choice.
 - c. Click on the colored rectangle to change the **text color**. A separate dialogue box will appear, select a color of your choice and click the **OK** button.



8. To **reposition your text**, select the move tool from the tool box. Click and drag the text that you would like to move.



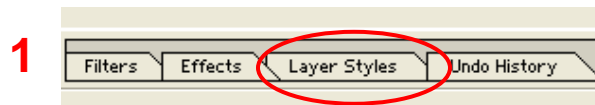
To quickly switch to the move tool, use the key board short cut by typing “v.”

9. Once you click on the move tool, the text that you typed should be surrounded by a box. Click inside of the box and drag to the desired location.

Mentoring 101

Wow Plastic Effect

1. Under the palette dock, click on the **Layer Styles** tab.



2. When the palette opens, select Wow Plastic from the pull down menu.
3. Select the color that you would like to use on your text.



After you add the Wow Plastic Effect on your text, it will look something like this.

Mentoring 101



Save this image as a Photoshop document (.PSD), we will be coming back and using it later.

Undo An Effect

There are several ways to undo an effect:

1. Click the step backwards button on the menu bar.
2. Click the clear formatting button (this will delete **ALL** effects).
3. Use the keyboard shortcut for undo by pressing Ctrl + X.



Saving for Web

Since we are creating this banner for the web, we need to save it in a format that browsers understand. Currently, our banner is in a PSD, or Photoshop format. Typically, browsers can display images saved as jpeg and gif. Below are suggestions on when to use GIF and JPEG.

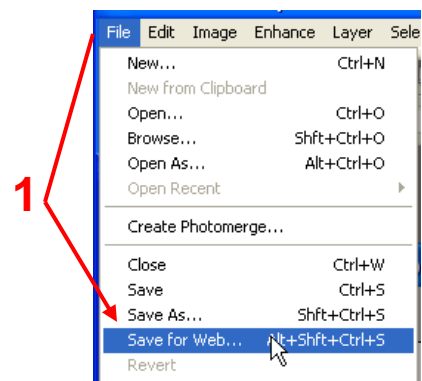


GIF - GIFs work best for drawings and graphics that use just a handful of colors, such as "line art." GIFs can also be used for animated and transparent images. A GIF is limited to 256 colors. If you save an image as a GIF but it calls for more than that number, some will be lost.

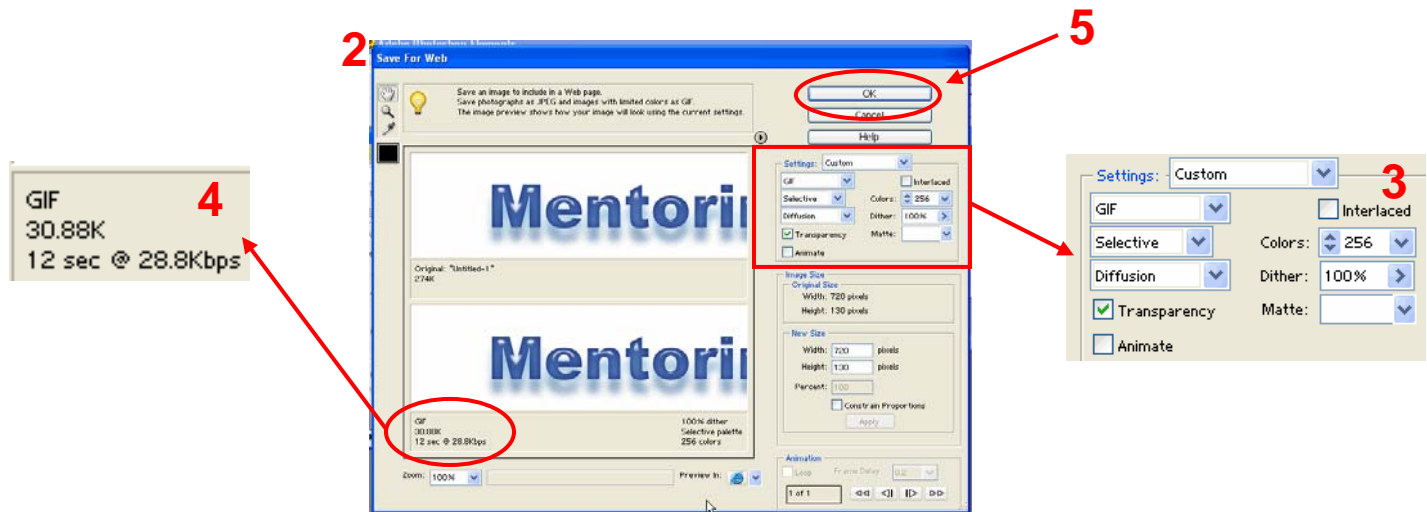


JPG or JPEG - JPEGs are typically used for scanned or digital photographs that need a large number of colors. JPEG format is generally the best format for photographs because it supports 24-bit color (which allows it to display up to 16.7 million colors on 24-bit monitors).

1. Under the **File** menu, select **Save for Web**.
2. A Save for Web dialogue box will appear. In this box, you can modify the settings of how your file is saved.
3. In the settings area, make sure you are saving as a **GIF**.
4. In the second save window, Photoshop Elements is previewing how your image will appear on your web page. Underneath the preview is a set of numbers. These numbers tell you how big the image size is and how long it will take to download.
5. When you are finished modifying your settings for saving, click on the **OK** button.



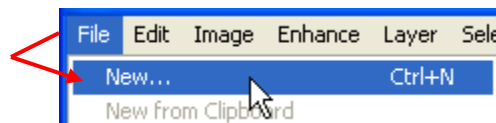
6. Create a folder named “**images**” and save this banner in there.



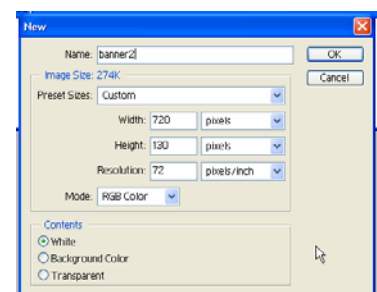
Creating a Banner Using the Grouping Method

Another quick and easy way to create an attractive banner is to “group an image with text.” Grouping “*forces*” an image into the text that you type. Not only is it easy, but using this method will fool anyone into thinking that you’ve spent hours carefully outlining and cutting an image!

1. Create a new canvas by clicking on the **File** menu → **New**.



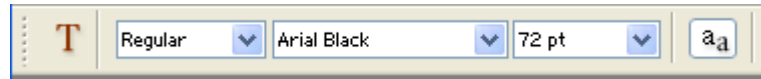
2. When the **New** dialogue box appears, create a new canvas that is:
 - a. Named: **banner2**
 - b. Width: **720 pixels**
 - c. Height: **130 pixels**
 - d. Resolution: **72 pixels/inch**
 - e. Mode: **RGB Color**
 - f. Contents: **White**



3. Once your new canvas is created, click on the **Text** tool in the tool box.



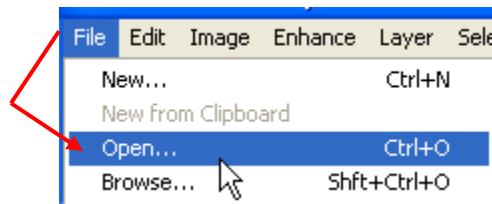
- Using the options tool bar, select a bold, sans-serif font such as **Arial Bold, Impact, or Rockwell**.



- Click once on the canvas and begin typing.

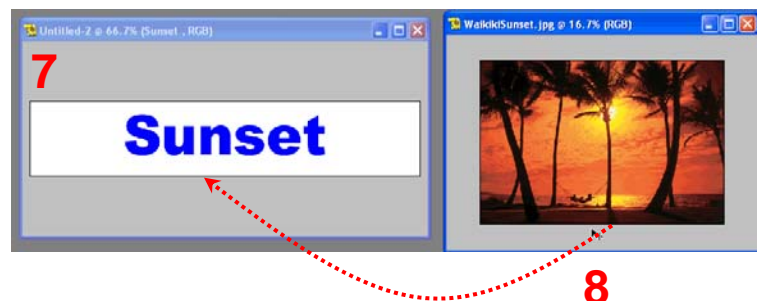
Sunset


- Open an image that you would like to place over the text by clicking on **File → Open**.



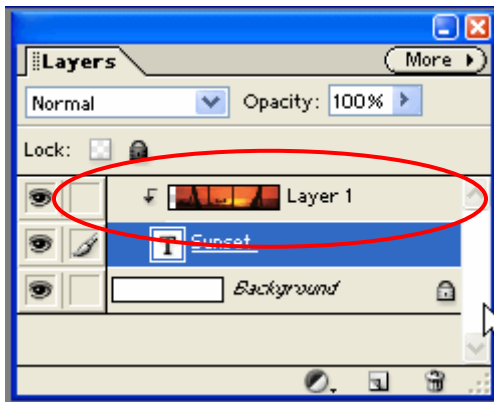
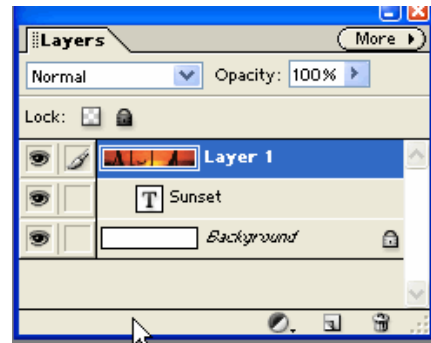
For best results, you may want to pick an image that has a contrasting color band.

- Once you have your new image open, place it next to your banner image.



- Click on the move tool  in the tool box (or **V** on your keyboard.) Using the move tool, click and drag this over to the image containing your text.

9. In your layers palette, you should see three layers: the background, text, and layer 1 (picture of sunset.)



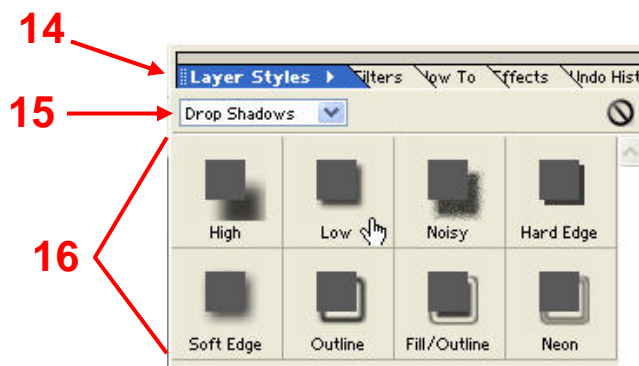
10. If it's not selected already, click once on the layer named Layer 1.

11. To group your text and image together, press the **Control + g** keys at the same time on your keyboard.

12. The “grouped” layers will be reflected in your Layers palette. There should be a downwards pointed arrow next to your image layer.

13. Your text should now have the picture “forced” inside of it. You may also think about adding a drop shadow and bezel to enhance the banner.

Sunset

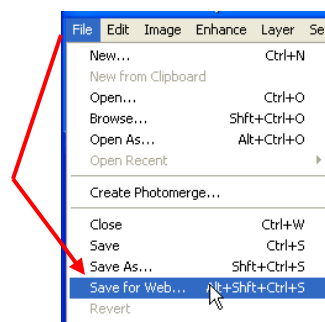


14. To add a drop shadow, make sure your text layer is selected. Click on the **Layer Styles** tab in the palette well.

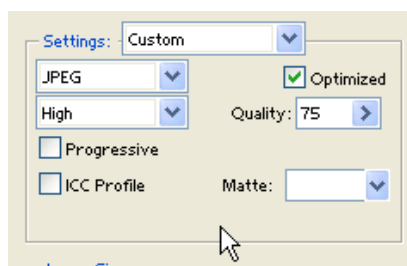
15. Click on the drop down menu and select **drop shadows**.

16. Select a drop shadow style from the list.

17. When you are finished modifying your image, click on **File** → **Save for Web** function to make it web ready.



18. In the setting box, make sure you save your banner as a **JPEG in the images folder**. Click on the **OK** button when you are finished.



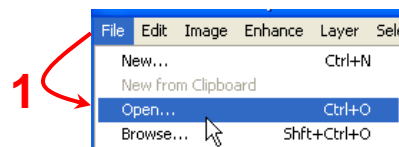
Creating a Banner Using a Feathered Image

Now that you have learned how to add an effect and force an image into text, here is one more quick and easy way to create a banner. You can spice up any “plain” banner by adding an image or two, creating a masterpiece!

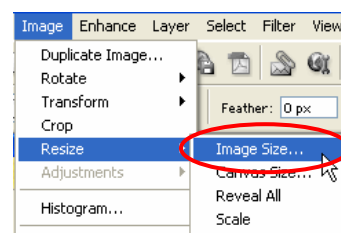


Before you begin, open up the first banner that you created. Since we will be adding onto what you've already created, you will want to use your Photoshop (.PSD) formatted banner.

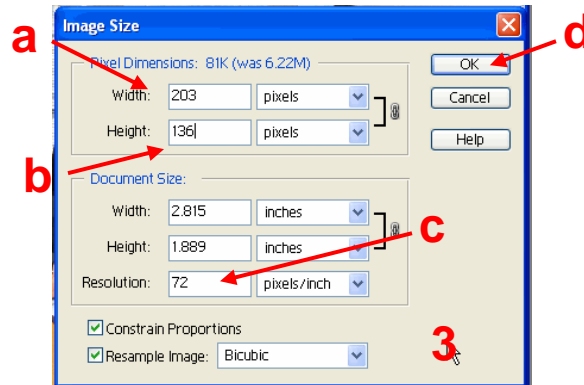
1. Let's open up an image that you would like to place on the banner. (File → Open)



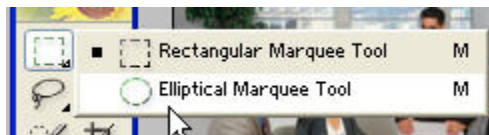
2. If the image is too large to place on your banner. Let's resize this image by clicking on **Image** → **Resize** → **Image Size...**



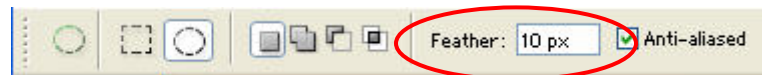
3. When the dialogue box appears, change the following fields to:
 - a. **Width = 203 pixels**
 - b. **Height = 136 pixels**
 - c. **Resolution = 72 pixels**
 - d. When finished, click the **OK** button.



4. To access the Round Marquee tool click and hold down the square marquee tool icon. When the drop down menu appears, click on the Elliptical Marquee Tool.



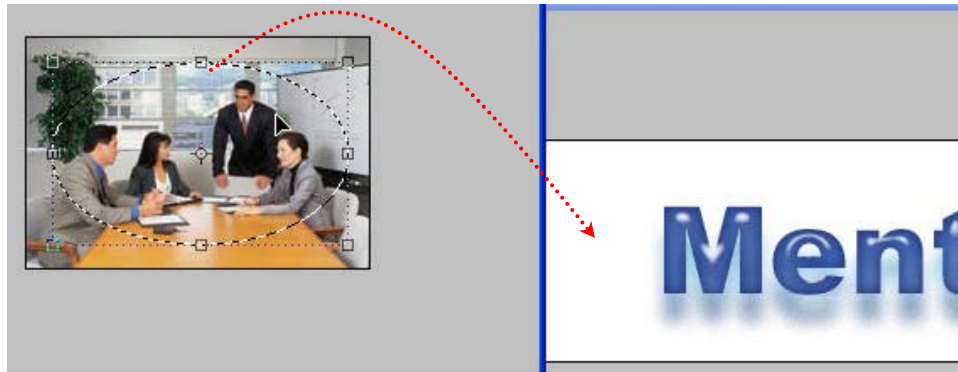
5. In the Marquee options tool bar, add a feathered edge to the cut out by typing in “10” next to feather. The higher the value, the fuzzier the edges of your cut out will be.



6. Draw a circle around the area that you would like to keep. Make sure that you do not select an area too close to the edge of the image, otherwise you will see a flat line after you crop your image.



7. Using the **move tool**, click and drag the selected area of this image onto your banner.



8. The rounded, fuzzy edged image should now be on your banner. Using the move tool, reposition both the image and text to your liking.



9. **Save for Web** to make this banner web ready. When saving for web, you may consider saving as a JPEG.



You can also use this technique to soften the edges of any image that you want to place on a web page.